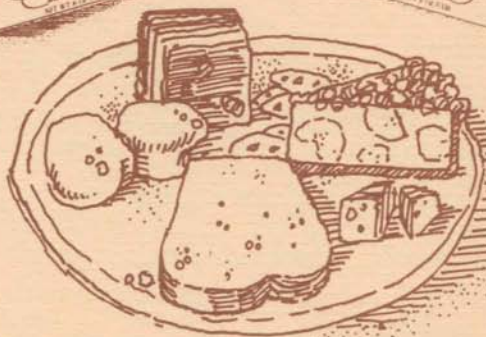


THE HEARTLAND RECIPE BOOK[®]



GOOD
OLD FASHIONED
RECIPES FROM
PET
INCORPORATED

The HEARTLAND® Story

We Americans can choose from hundreds of breakfast cereals every morning. But most of these cereals are so highly processed that they have lost much of their natural taste and natural character. Not HEARTLAND Natural Cereal, it is made from natural old fashioned rolled oats and defatted wheat germ.

Its natural ingredients are gently toasted with brown sugar and corn syrup to give HEARTLAND a sweet, crunchy, natural taste not available in cereals that are highly processed. We add no artificial colorings or preservatives.

HEARTLAND comes in three delicious flavors: Plain, Raisin and Coconut. And that's real fruit and real coconut to add to the old fashioned good taste of HEARTLAND Cereal.

Use any of HEARTLAND's delicious flavors in the recipes in this booklet.

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HEARTLAND are Registered Trademarks
of Pet Incorporated.

HEARTLAND PANCAKES

Hearty and delicious!

- 1 cup milk
- 1 cup HEARTLAND Natural Cereal, Plain,
Raisin, or Coconut
- $\frac{3}{4}$ cup all purpose flour
- 2 teaspoons baking powder
- $\frac{1}{2}$ teaspoon salt
- 1 egg
- 2 tablespoons melted butter or margarine

1. Pour milk over cereal. Let set 5 minutes.
2. Meanwhile, stir together flour, baking powder and salt.
3. Beat egg and melted butter into cereal mixture.
4. Add flour mixture. Stir until smooth. Pour onto oiled griddle, using about $\frac{1}{4}$ cup batter for each pancake. Cook until bubbly. Turn. Serve hot with butter and syrup.

Makes 9, 4-inch pancakes.

HEARTLAND MUFFINS

Hearty and delicious!

- 1 cup HEARTLAND Natural Cereal,
Plain Variety
- $\frac{1}{2}$ cup all purpose flour
- 1 tablespoon sugar
- $1\frac{1}{2}$ teaspoons baking powder
- $\frac{1}{4}$ teaspoon salt
- 1 egg
- $\frac{1}{2}$ cup milk
- 2 tablespoons butter or margarine, melted.

1. Stir together cereal, flour, sugar, baking powder, and salt.
2. Beat together egg, milk, and melted butter. Pour all at once to the flour mixture. Stir only 8-10 times, just to moisten flour. The batter will be lumpy and thin.
3. Pour into well-greased muffin pans. Fill them $\frac{3}{4}$ full. Bake in 375°F oven for 20 minutes or until muffins are lightly browned. Serve warm with butter and jelly, if desired.

Makes 6 muffins.

HEARTLAND APPLE COFFEE CAKE

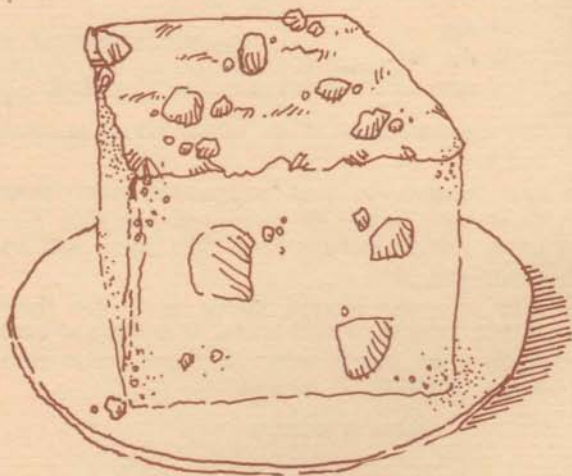
- ½ cup butter or margarine, softened.
- ½ cup packed brown sugar
- 2 eggs
- 1 cup sifted all purpose flour
- 2½ teaspoons baking powder
- ½ teaspoon salt
- ½ teaspoon nutmeg
- 1 teaspoon cinnamon
- 1 cup HEARTLAND Natural Cereal (Plain, Coconut, or Raisin)
- ¾ cup milk
- 1 medium apple, pared, cored, diced

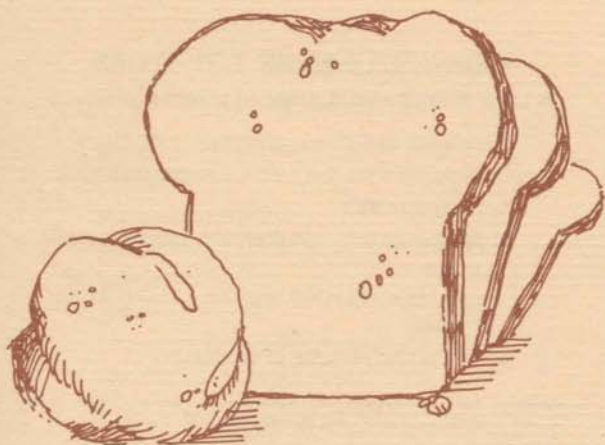
TOPPING:

- ¼ cup butter or margarine, softened
- ½ cup packed brown sugar
- ½ cup walnuts, chopped

1. Beat together butter, sugar, and eggs.
2. Sift together flour, baking powder, salt, nutmeg, and cinnamon. Stir in cereal.
3. Stir half of flour mixture into butter mixture. Mix in milk and apples. Stir in remaining flour mixture.
4. Pour into 8-inch square baking pan. Bake at 375°F for 30 minutes.
5. Meanwhile, prepare topping: Combine butter, brown sugar, and walnuts. Gently spread over top of coffee cake. Bake 5 minutes longer. Serve warm. (Total baking time: 35 minutes.)

Makes 9 servings.





HEARTLAND BREAD

Moist and delicious.
Makes delicious rolls, too!

1½ cups milk

1 cup water

2 tablespoons soft butter or margarine

2 cups HEARTLAND Natural Cereal,
Plain Variety

4-5 cups all purpose flour

2 packages active dry yeast

1 teaspoon salt

4 tablespoons packed brown sugar

1. Heat milk in saucepan until edges begin to bubble. Remove from heat. Add water, butter and cereal. Let set until butter melts.
2. Stir together 1½ cups flour, yeast, salt, and brown sugar. Add cereal mixture. Beat on medium speed 2 minutes.
3. Gradually add more flour until a thick batter forms. Knead on floured board until smooth and elastic. Place in greased bowl. Cover. Let rise until double (about 1 hour).
4. Punch down. Divide dough in half. Form 2 loaves; place in greased 9¼ x 5¼ x 3-inch loaf pans. Cover. Let rise until double (about 45 minutes).
5. Bake in 350°F oven 35 minutes. Remove from pan to cooling racks.

Makes 2 loaves.

TO MAKE ROLLS: Simply form dough into rolls instead of loaves. Place on greased cookie sheet or muffin pan. Cover. Let rise until double. Bake in 350°F oven 15 minutes.

CRUNCHY SWEET POTATOES.

A tasty dish. Serve in place of mashed potatoes.

- 1 can (23 oz.) sweet potatoes
- 1 small can ($\frac{2}{3}$ cup) PET Evaporated Milk
- $\frac{1}{4}$ teaspoon salt
- 6 tablespoons packed brown sugar, divided usage
- 1 cup HEARTLAND Natural Cereal, Raisin Variety
- $\frac{1}{4}$ cup melted butter or margarine

1. Empty can of sweet potatoes into saucepan. Heat until heated throughout. Drain.
2. Mash sweet potatoes (use the electric mixer for convenience). Stir in evaporated milk, salt and 2 tablespoons packed brown sugar. Pour into 1 quart baking dish.
3. Combine 4 tablespoons packed brown sugar, cereal, and butter. Spread over potatoes.
4. Bake in 375°F oven 10 minutes or until top is browned.

Makes 6 servings, $\frac{1}{2}$ cup each.



CRUNCHY SWEET PEAS

Try a pea casserole for a change!

- $\frac{1}{4}$ cup chopped onion
- 2 cups, peas, frozen or canned
- 2 tablespoons butter or margarine
- 1 cup sour cream
- 1 tablespoon flour
- $\frac{1}{2}$ teaspoon salt
- $\frac{1}{2}$ cup HEARTLAND Natural Cereal, Plain Variety
- $\frac{1}{2}$ cup shredded cheddar cheese

1. Cook onion and peas in butter until onions are soft.
2. Combine sour cream, flour and salt. Stir into peas. Pour into 1-quart baking dish.
3. Combine cereal and cheese. Sprinkle over.
4. Bake in 350°F oven 15 minutes or until bubbly.

Makes 6 servings, $\frac{1}{2}$ cup each.

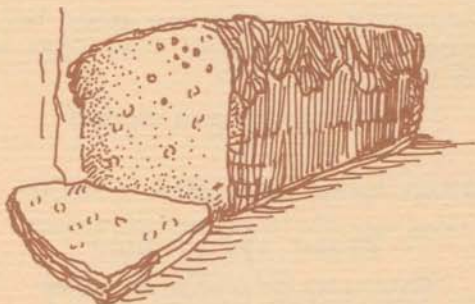
MEAT LOAF

Good and delicious!

- 1 pound ground beef
- $\frac{2}{3}$ cup milk
- $\frac{1}{4}$ cup chopped onion
- $\frac{1}{2}$ cup HEARTLAND Natural Cereal, Plain Variety
- $\frac{1}{2}$ teaspoon salt
- $\frac{1}{4}$ teaspoon pepper
- 1 teaspoon Worcestershire sauce
- $\frac{1}{2}$ cup catsup, divided usage

1. Combine all ingredients except use only $\frac{1}{4}$ cup catsup.
2. Form into loaf in an 8 x 8 x 2-inch pan. Spread remaining $\frac{1}{4}$ cup of catsup over meat loaf. Bake in 350°F oven for 1 hour or until done. Serve warm.

Makes 4 to 6 servings.



ITALIAN SAUSAGE RICE & CEREAL DRESSING

Add variety to your meal!

- $\frac{1}{2}$ pound Italian sausage
- $\frac{1}{2}$ cup chopped onion
- $\frac{1}{2}$ cup chopped celery
- $\frac{1}{2}$ cup uncooked rice
- $1\frac{1}{2}$ cups water
- $\frac{1}{2}$ teaspoon salt
- $1\frac{1}{2}$ cups HEARTLAND Natural Cereal, Plain Variety

1. Brown sausage with onion and celery. Add rice, water and salt. Heat to boiling. Cover and reduce heat. Simmer 15 to 20 minutes or until done.
2. Gently toss in cereal. Cover. Let steam 5 minutes. Serve warm with hamburgers.

Makes 1 quart.

BAKED CEREAL CUSTARD

A nutritious delicious dessert.

- 1 tall can ($1\frac{2}{3}$ cups) PET Evaporated Milk
- 1 cup water
- 1 cup HEARTLAND Natural Cereal, Raisin Variety
- 2 eggs
- $\frac{1}{4}$ cup sugar
- $\frac{1}{4}$ teaspoon salt
- $\frac{1}{4}$ teaspoon nutmeg
- 1 teaspoon vanilla

1. Heat evaporated milk, water and cereal to boiling.
2. Beat eggs. Add sugar, salt, nutmeg and vanilla.
3. Gradually stir in hot cereal mixture.
4. Pour into $1\frac{1}{2}$ -quart casserole dish. Place casserole dish into a baking dish with an inch of water.
5. Bake in 325°F oven for 1 hour or until knife inserted near edge comes out clean. Serve warm with cream or ice cream.

Makes 6 servings, $\frac{1}{2}$ cup each.

FRESH APPLE CRISP

Crunchy top and crisp-tender apples.

- 3 pounds apples, pared, cored and sliced to make 8 cups slices
- $\frac{1}{2}$ cup soft butter or margarine
- $\frac{1}{2}$ cup all-purpose flour
- $\frac{1}{2}$ cup PET Instant Nonfat Dry Milk, dry form
- $\frac{1}{2}$ cup firmly packed brown sugar
- 1 teaspoon cinnamon
- $\frac{1}{2}$ teaspoon nutmeg
- 2 cups HEARTLAND Natural Cereal, plain or coconut variety

1. Generously butter a $13 \times 9 \times 2$ -inch baking pan. Arrange apple slices in pan.
2. Combine butter, flour, nonfat dry milk, brown sugar, cinnamon and nutmeg until crumble. Stir in cereal. Sprinkle evenly over apples. Bake in 375°F oven for 25 minutes or until browned on top. Serve warm with ice cream.

Makes 12 servings, $\frac{1}{2}$ cup each.

HEARTLAND PIE

Tastes like a pecan pie with no pecans!

- 1 9-inch unbaked pie shell
- 3 eggs
- 1 cup sugar
- 1 cup dark corn syrup
- 1 cup HEARTLAND Natural Cereal, Plain Variety
- $\frac{1}{2}$ teaspoon salt
- 6 tablespoons butter or margarine, melted
- 3 teaspoons vanilla

1. Beat eggs. Add remaining ingredients except pie shell. Mix well.
2. Pour into unbaked pie shell. Bake in 350°F oven for 60 minutes or until filling is puffed and knife inserted near edge comes out clean. Cool. Serve with whipped topping if desired.

Makes 1 9-inch pie.

ORANGE STIR AND BAKE CAKE

A moist cake you can eat with your hands.

- 1 cup all purpose flour
- 1 cup HEARTLAND Natural Cereal, Coconut Variety
- $\frac{2}{3}$ cup sugar
- $\frac{1}{3}$ cup PET Instant Nonfat Dry Milk
- 1 teaspoon baking soda
- $\frac{1}{2}$ teaspoon salt
- $\frac{1}{3}$ cup vegetable oil
- 1 cup orange juice
- 1 teaspoon orange extract

1. Stir together in a 8 x 8 x 2-inch baking pan the flour, cereal, sugar, nonfat dry milk, baking soda, and salt.
2. Stir in vegetable oil until mixture is crumbly.
3. Add orange juice and orange extract. Stir until well blended. Be sure to get the corners. Bake in 375°F oven 35 to 40 minutes or until center tests done. Cool in pan. Serve from pan. If desired, sprinkle powdered sugar over top before serving.

Makes 9 servings.



APPLE CREAM PIE

Combine a Heartland Crumb Crust with apple cream filling for a dessert delight.

HEARTLAND CRUMB CRUSTS

Tastes like a cookie

- ½ cup soft butter or margarine
- ¼ cup firmly packed brown sugar
- 1 cup all-purpose flour
- 1½ cups HEARTLAND Natural Cereal, Plain Variety

1. Combine all ingredients with hand until butter melts and ingredients stick together to form a ball. Spread half of mixture in each 9-inch pie plate. Bake in 400°F oven for 10 minutes.
2. Remove from oven. Immediately stir with spoon to crumble. Press crumbs evenly along sides and bottom of pie plate with back of spoon.
3. Return to oven for 5 minutes more or until lightly browned. Cool thoroughly before filling.

Makes 2, 9-inch pie crusts.

NOTE: The extra pie crust may be frozen until ready to use. Fill with a chiffon-type filling or a pudding.

APPLE CREAM FILLING

- 1 package (3 ¼ oz.) vanilla pudding and pie filling mix
- 2 cups milk
- 1 can (20 oz.) MUSSELMAN'S pie sliced apples, drained
- 1 teaspoon cinnamon
- ¼ cup HEARTLAND Natural Cereal, Plain Variety

1. Combine mix and milk in saucepan. Cook according to package directions for pie filling. Cool slightly.
2. Add apples and cinnamon. Pour into baked pie crust.
3. Sprinkle cereal over pie. Refrigerate until set. Serve chilled.

Makes 1, 9-inch Apple Cream Pie.

OLD FASHIONED GRANOLA CAKE

1½ cups boiling water

1 cup HEARTLAND Natural Cereal, (Plain,
Raisin or Coconut)

1½ cups packed brown sugar

½ cup shortening

2 eggs

1 teaspoon cinnamon

1 teaspoon baking soda

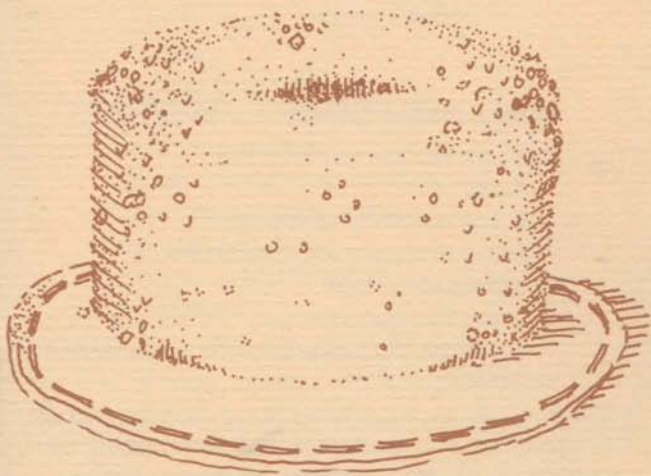
1 teaspoon vanilla

1½ cups all purpose flour

1. Pour boiling water over cereal. Let stand 10 minutes.
2. Mix sugar, shortening, eggs, cinnamon, baking soda and vanilla.
3. Stir in cereal mixture and flour. Pour into a greased 9-inch tube pan. Bake in 375°F oven 50-60 minutes or until center tests done. Let cool in pan 10 minutes. Remove to cooling rack. When cool, dust top with powdered sugar.

Makes 6 servings.

NOTE: A 13 x 9 x 2-inch baking pan may be used in place of the tube pan. Bake in a 350°F oven 35-40 minutes.



HEARTLAND SWEET CHOCOLATE CAKE

Old-fashioned moist chocolate cake.

- 1 bar (4 oz.) sweet cooking chocolate
- $\frac{3}{4}$ cup soft butter or margarine
- 1 cup sugar
- 2 eggs
- 1 teaspoon vanilla
- $1\frac{1}{2}$ cups sifted all-purpose flour
- $\frac{1}{2}$ teaspoon salt
- 1 teaspoon baking soda
- $\frac{1}{2}$ teaspoon baking powder
- 1 cup PET Evaporated Milk
- 1 cup HEARTLAND Natural Cereal, Coconut variety.

1. Melt chocolate in saucepan over low heat. Cool slightly.
2. Mix together butter and sugar. Add eggs and vanilla. Beat until fluffy.
3. Sift together flour, salt, baking soda and baking powder. Stir into butter mixture.
4. Mix in evaporated milk and melted chocolate until smooth. Stir in cereal. Pour into greased 8-inch round pans. Bake in 350°F oven for 30-40 minutes or until center tests done. Cool in pan 10 minutes. Turn cakes onto cooling racks. Cool completely before frosting with Caramel Coconut Frosting.

Makes 2 layers.

CARAMEL COCONUT FROSTING

- $\frac{2}{3}$ cup PET Evaporated Milk
 - 1 egg
 - $\frac{1}{2}$ cup soft butter or margarine
 - $\frac{2}{3}$ cup firmly packed brown sugar
 - 1 teaspoon vanilla
 - 1 cup shredded coconut
 - $\frac{1}{2}$ cup HEARTLAND Natural Cereal, Coconut variety
1. Stir together evaporated milk, egg and sugar. Add butter. Over medium heat, cook until bubbly and thick. Chill until cold and thick.
 2. Stir in vanilla and coconut. Frost cake. Sprinkle cereal over top and sides.

Frosts 2, 8-inch layers.



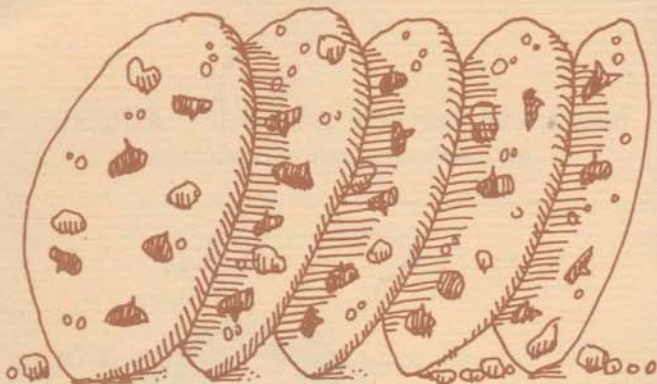
BROWNIES

Moist and chewy.

- $\frac{3}{4}$ cup soft butter or margarine
- 2 cups sugar
- 3 eggs
- 1 teaspoon vanilla
- 3 ounces unsweetened chocolate, melted
- 1 tablespoon milk
- 1 cup sifted all purpose flour
- 1 teaspoon baking powder
- $\frac{1}{2}$ teaspoon salt
- $1\frac{1}{2}$ cups HEARTLAND Natural Cereal, Plain Variety

1. Cream butter and sugar until fluffy.
2. Beat in eggs, vanilla, chocolate and milk.
3. Sift together flour, baking powder and salt. Mix into chocolate mixture until smooth. Stir in cereal.
4. Spread evenly into greased 13 x 9 x 2-inch pan. Bake in 325°F oven for 40 to 45 minutes or until center is set. Cut into 36 pieces.

Makes 36 bars.



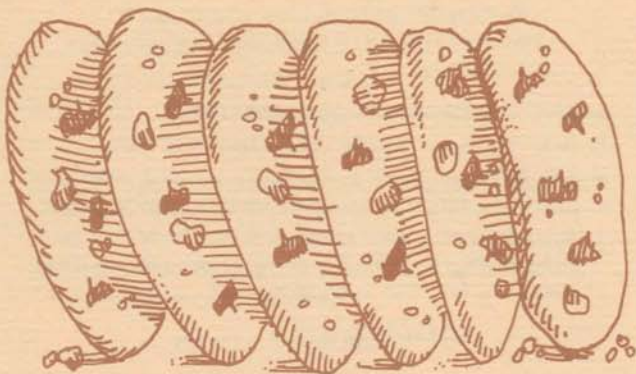
CHOCOLATEY CHOCOLATE CHIP COOKIES

Doubly chocolate for chocolate lovers.

- 1 cup soft butter or margarine
- 1 cup firmly packed brown sugar
- $\frac{1}{2}$ cup granulated sugar
- $1\frac{1}{2}$ cups sifted all purpose flour
- $\frac{1}{2}$ teaspoon baking soda
- 1 teaspoon salt
- 2 tablespoons cocoa
- 2 eggs
- 1 tablespoon milk
- 1 teaspoon vanilla
- 3 cups HEARTLAND Natural Cereal
- 1 cup (6 oz.) semi-sweet chocolate pieces

1. Beat together until fluffy, butter and sugars.
2. Sift together flour, baking soda, salt and cocoa. Add to sugar mixture. Beat in eggs, milk and vanilla.
3. Stir in cereal and chocolate pieces. Drop from teaspoonfuls onto greased cookie sheets. Bake in 375°F oven for 10 minutes. Remove immediately to cooling racks. Cool completely before storing.

Makes 6 dozen cookies.

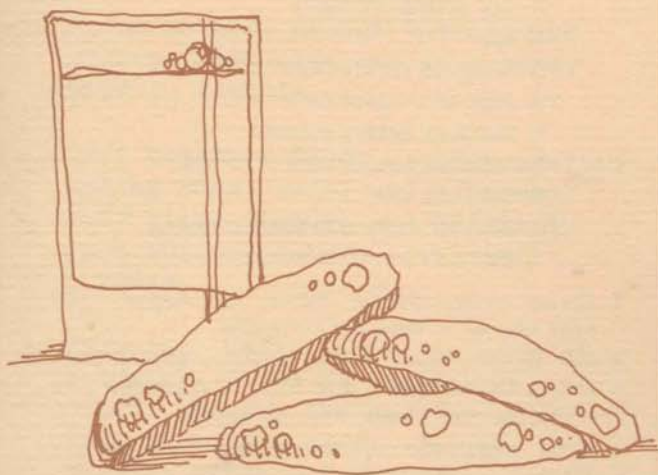


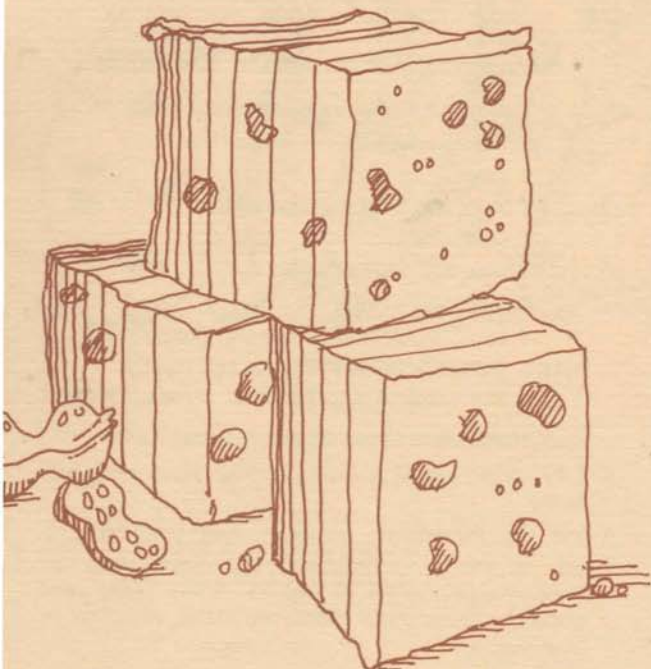
OLD FASHIONED DROP COOKIES

- 1 cup soft butter or margarine
- 1½ cups packed brown sugar
- 2 eggs
- 2 cups sifted all purpose flour
- 1 teaspoon salt
- ½ teaspoon baking soda
- 1 teaspoon vanilla
- 3 cups HEARTLAND Natural Cereal (Plain, Coconut, or Raisin)
- 1 cup semi-sweet chocolate pieces, optional

1. Beat butter and sugar until light and fluffy.
2. Add eggs, one at a time, beating after each addition.
3. Sift dry ingredients together. Add gradually.
4. Stir in vanilla, cereal, and chocolate. Drop by teaspoonfuls, about 2 inches apart, onto ungreased cookie sheet. Bake in 375°F oven 10 to 12 minutes.

Makes about 5 dozen cookies.





PEANUT BUTTER HEARTLAND COOKIES

- 1/2 cup butter or margarine
- 1 cup creamy peanut butter
- 1/2 cup packed brown sugar
- 1/2 cup granulated sugar
- 2 eggs
- 1 teaspoon vanilla
- 1 1/2 cups all purpose flour
- 1/2 teaspoon baking powder
- 1/2 teaspoon baking soda
- 1/2 teaspoon salt
- 2 1/2 cups HEARTLAND Natural Cereal
(Plain, Coconut, or Raisin).

1. Cream butter, peanut butter, and sugars. Add eggs one at a time. Stir in vanilla.
2. Sift together flour, baking powder, baking soda, salt and cinnamon. Sift in HEARTLAND. Stir into butter mixture until well blended.
3. Form into balls about the size of walnuts. Place on ungreased cookie sheets. Press flat with fork to create waffle design. Bake at 375°F for 8 - 10 minutes or until lightly browned.

Makes about 6 dozen cookies.

-----CORRECTION-----

We apologize for the error in one of our recipes. Please insert this corrected copy of the PEANUT BUTTER HEARTLAND COOKIES recipe in place of the recipe on page 14.

PEANUT BUTTER HEARTLAND COOKIES

1/2 cup butter or margarine
1 cup creamy peanut butter
1/2 cup packed brown sugar
1/2 cup granulated sugar
2 eggs
1 teaspoon vanilla
1 1/2 cups all purpose flour
1/2 teaspoon baking powder
1/2 teaspoon baking soda
1/2 teaspoon salt
1/2 teaspoon cinnamon
2 1/2 cups HEARTLAND Natural
Cereal (Plain, Coconut and
Raisin)

1. Cream butter, peanut butter, and sugars. Add eggs one at a time. Stir in vanilla.
2. Sift together flour, baking powder, baking soda, salt, and cinnamon. Stir flour mixture and HEARTLAND into butter mixture until well blended.
3. Form into balls about the size of walnuts. Place on ungreased cookie sheets. Press flat with fork to create waffle design. Bake at 375°F for 8-10 minutes or until lightly browned.

Makes about 6 dozen cookies.

PEANUT BUTTER BARS

Nutrition packed bars!

Great for snacks!

- ½ cup soft butter or margarine
- 1 cup firmly packed brown sugar
- ½ cup granulated sugar
- 3 eggs
- 1 cup peanut butter
- 1 teaspoon vanilla
- ½ cup all purpose flour
- ¼ teaspoon baking soda
- ½ teaspoon salt
- ½ cup PET Instant Nonfat Dry Milk
- 3 cups HEARTLAND Natural Cereal

1. Beat together butter, sugars, eggs, peanut butter and vanilla.
2. Sift together flour, baking soda, salt, and nonfat dry milk. Stir into peanut butter mixture. Add cereal. Pat evenly into greased 13¼ x 9¼ x ½-inch cookie sheet pan. Bake in 350°F oven for 30 minutes or until done.

Makes 36 bars, 2 x 1½ inches each.

LACE COOKIES

An old-fashioned lace-like cookie

- ½ cup butter or margarine
- ½ cup sugar
- 1 tablespoon all-purpose flour
- 2 cups HEARTLAND Natural Cereal (Plain, Raisin, Coconut)
- ½ teaspoon cinnamon
- 1 teaspoon vanilla
- 1 teaspoon lemon rind
- 1 teaspoon orange rind
- ½ teaspoon salt

1. Cream butter or margarine and sugar until light and fluffy. Add all remaining ingredients. Mix well.
2. Drop by heaping teaspoonfuls, about 1 inch apart onto an ungreased cookie sheet. Bake at 375°F for 5-7 minutes. Cool before removing from sheet.

Makes about 50 cookies.

BREADS

- 1 Heartland Pancakes
Heartland Muffins
- 2 Heartland Apple Coffee Cake
- 3 Heartland Bread

VEGETABLE

- 4 Crunchy Sweet Potatoes
Crunchy Cheesy Peas

MAIN DISHES

- 5 Meat Loaf
Italian Sausage Rice & Cereal Dressing

DESSERTS

- 6 Baked Cereal Custard
Fresh Apple Crisp
- 7 Heartland Pie
Orange Stir & Bake Cake
- 8 Apple Cream Pie
- 9 Old-Fashioned Granola Cake
- 10 Heartland Sweet Chocolate Cake
Caramel Coconut Frosting

COOKIES

- 11 Brownies
- 12 Chocolatey Chocolate Chip Cookies
- 13 Old-Fashioned Drop Cookies
- 14 Peanut Butter Bars
- 15 Peanut Butter Cookies
Lace Cookies

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